

KENTUCKY HEALTH BENEFIT EXCHANGE ADVISORY BOARD

Education/Outreach Subcommittee

Meeting Minutes

June 24, 2013

Call to Order and Roll Call

The seventh meeting of the Education and Outreach Subcommittee was held on Monday, June 24, 2013, at 2:00 p.m. in Conference Room 12D at the Office of the Kentucky Health Benefit Exchange. Tihisha Rawlins, Chair, called the meeting to order at 2:00 p.m., and the Secretary called the roll.

Subcommittee Members Present: David Allgood, Gabriela Alcalde (by phone), Susan Dunlap (by phone), Patty Gregory (by phone), Tihisha Rawlins, Rich Seckel, and Malea Hoepf Young. Katie Carter, Julia Costich, Regan Hunt, Tina McCormick, Bill Wagner, Kathy Wheeler, and Marcus Woodward were not present at the meeting.

Staff Present: Miriam Fordham, Kris Hayslett, Jean Klinge, Bill Nold, Vanessa Petrey, Sherilyn Redmon, and Pete Wilson.

Approval of Minutes

A motion was made to accept the minutes of the May 20, 2013 meeting, as amended, seconded, and approved by voice vote.

Update on Education and Outreach Efforts

Jean Klinge, Division Director, Office of the Kentucky Health Benefit Exchange (KHBE), updated subcommittee members on the KHBE advertisements, collateral materials, and upcoming events. Ms. Klinge informed the members that the Self-Service Portal is on track and the KHBE is working to identify links to other resources and write content for the information pages.

Ms. Klinge gave an update on the Contact Center. The contact center hours will be 8:00 a.m. to 7:00 p.m. Eastern Standard Time with additional Saturday hours during open enrollment. The call center will be operating from 9:00 a.m. to 4:00 p.m. on Saturdays, October through December 2013. The call center operating hours will taper back to 9:00 a.m. to 1:00 p.m., January through March 2014. Calls will be managed and routed based on the level of assistance needed. The phone line currently plays a recorded message, but it will be staffed and operational on August 15, 2013. Prior to open enrollment, call center staff will offer general information about kynect. On October 1, 2013, the call center will be fully operational. The main focus and goal of the call center will be to provide quick customer service to callers. The KHBE is reviewing call scripts and will finalize them soon for the August 15, 2013, “go live” date. The Contact Center will operate a line for individuals and small employers and a line for support professionals.

Ms. Klinge reported that the kynector program Request for Proposal (RFP) was released on June 5, 2013. Ms. Klinge explained that due to the active procurement process KHBE staff could not discuss any further details.

Bill Nold, Deputy Executive Director, KHBE, reported that Kentucky was asked to participate in a call with the state of Maryland to offer assistance with the development of their State- based marketplace. Mr. Nold also reported that staff from the KHBE made a presentation to Kentucky Congressional staffers.

The KHBE will be sponsoring the Cabinet for Health and Family Services area at the Kentucky State Fair and will be present during all 12 days that the state fair runs. The KHBE is working on a master calendar that will be available on the healthbenefitexchange.ky.gov web site. Currently, outreach materials include a tent and pop-up banners. Ms. Klinge suggested that kynect posters could be created and sent to advocacy groups.

Ms. Klinge informed the subcommittee members that the KHBE plans to purchase kiosks that will be located across the state. The specific locations have not yet been determined.

Other Business

Ms. Klinge asked for continued feedback on the marketing materials that have been released by the KHBE. Ms. Klinge informed the subcommittee that the KHBE staff is available to speak about the Exchange upon request.

Gabriela Alcade commented that the Spanish language translation on the kynect microsite was written in a very formal manner. Rich Seckel asked if citizens would be able to enroll in kynect through the Supplemental Nutrition Assistance Program (SNAP). Chairman Rawlins and David Allgood asked if the kynector training material would be available for review before training sessions begin.

The next meeting of the subcommittee was not set at the conclusion of the meeting. The meeting date will be determined based on the availability of the training materials for review. The KHBE office will send out a meeting request once a date is determined.

Adjournment

The meeting was adjourned at 2:50 p.m.